

TS4/FULL/1

4/9/1 (Item 1 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB
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Booksamillion.com to Feature Comparative Pricing Technology for On-Line Buyers.

Business Wire, 0647

May 11, 1999

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 379 LINE COUNT: 00035

TEXT:

BIRMINGHAM, Ala.--(BUSINESS WIRE)--May 11, 1999--

Books-A-Million, Inc.'s (NASDAQ/NM:BAMM) on-line bookstore, booksamillion.com, is pleased to feature independent price comparisons with a click of a button on their web site.

Beginning today when you visit booksamillion.com you will find a feature asking if you would like to get an independent price comparison. ClickTheButton, the provider of this free and independent service, provides customers with a list of on-line booksellers that sell the books you are looking for, complete with each site's current price.

"At booksamillion.com, we consistently provide customers with highly competitive pricing on the books they want," said Terrance G. Finley, President of booksamillion.com. "With ClickTheButton, we are now able to demonstrate our aggressive pricing head-to-head with other e-tailers instantly. This new pricing software means customers can now easily find the best price on the internet."

"We are thrilled to be able to provide this service to booksamillion.com customers," said Cheyenne Ehrlich, Founder and CEO of ClickTheButton.com, Inc. "We don't charge booksamillion.com or any other on-line bookstore for our service. Our philosophy is to provide this information on a totally unbiased platform, and then guide the on-line shopper to the lowest possible price."

"The fact that ClickTheButton is independent and unbiased provides us with an opportunity to highlight our competitive prices to our current and future shoppers," said Finley. "An on-line retailer can say they have low prices, but ClickTheButton.com really holds us to our word."

Booksamillion.com operates a deep discount e-commerce web site selling books, magazines, and gifts at www.booksamillion.com, and gourmet coffee and related items at www.joemuggs.com. Booksamillion.com features the Millionaire's Club Discount Card offering customers better prices on the books and gifts they want.

Books-A-Million, Inc. is one of the leading book retailers and sells on the Internet at www.booksamillion.com. The Company presently operates 177 stores in 17 states. The Company operates four distinct formats, including large superstores operating under the names Books-A-Million and Books & Co., traditional bookstores and combination book and greeting cards stores, both operating under the name Bookland and Joe Muggs Newsstands.

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COMPANY NAMES: Books and Co.

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

DESCRIPTORS: Booksellers

GEOGRAPHIC CODES/NAMES: 1USA United States

PRODUCT/INDUSTRY NAMES: 5942000 (Book Stores)

SIC CODES: 5942 Book stores

NAICS CODES: 451211 Book Stores
FILE SEGMENT: NW File 649
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